

Comparisons of Job Characteristics

Focus Occupation: **Sales Managers (11-2022)**

Associated Occupation: **Advertising Sales Agents (41-3011)**

[Compare Knowledge](#)

[Compare Skills](#)

[Compare Abilities](#)

[Compare Detailed Work Activities](#)

[Compare Tools and Technologies](#)

<<	Focus occupation element is much lower
<	Focus occupation element is lower
0	Focus occupation element is at a similar level
>	Focus occupation element is at a higher level
>>	Focus occupation element is at a much higher level

Knowledge

Similarity of Focus Occupation to Associated Occupation: 87

Focus Occupation: Sales Managers (11-2022)

Associated Occupation: Advertising Sales Agents (41-3011)

Associated Occupation's Key Knowledge Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating		Evaluation of Focus Occupation
Sales and Marketing	5.2	21.6	21.6	0	Current knowledge level may be sufficient
Customer and Personal Service	11.3	17.5	17.8	0	Current knowledge level may be sufficient
Clerical	7.3	12.2	9.9	<	Expanded education and/or training may be required
Communications and Media	5.3	11.0	7.2	<<	Extensive education and/or training may be required
Telecommunications	3.9	6.7	5.4	<	Expanded education and/or training may be required

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Skills

Similarity of Focus Occupation to Associated Occupation: 86

Focus Occupation: Sales Managers (11-2022)

Associated Occupation: Advertising Sales Agents (41-3011)

Associated Occupation's Key Skills Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating		Evaluation of Focus Occupation
Persuasion	7.4	14.1	14.2	0	Current skill level may be sufficient
Social Perceptiveness	9.1	12.7	14.6	>	Skill level is likely sufficient
Service Orientation	7.9	12.0	12.6	0	Current skill level may be sufficient
Negotiation	6.8	11.6	12.0	0	Current skill level may be sufficient

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Abilities

Similarity of Focus Occupation to Associated Occupation: 94

Focus Occupation: Sales Managers (11-2022)

Associated Occupation: Advertising Sales Agents (41-3011)

Associated Occupation's Key Abilities Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating	Evaluation of Focus Occupation	
Oral Expression	12.4	14.5	15.0	0	Current ability level may be sufficient
Speech Clarity	10.2	13.9	14.0	0	Current ability level may be sufficient
Speech Recognition	9.9	13.3	13.2	0	Current ability level may be sufficient
Fluency of Ideas	7.6	10.7	12.2	>	Current ability level is likely sufficient
Originality	7.6	9.2	12.6	>>	Current ability level is likely more than sufficient
Mathematical Reasoning	6.3	8.1	9.8	>	Current ability level is likely sufficient

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Activities that Both Occupations Have in Common

Similarity of Focus Occupation to Associated Occupation: 88

Focus Occupation: Sales Managers (11-2022)

Associated Occupation: Advertising Sales Agents (41-3011)

Work Activities	Exclusivity of Activity
Advise clients or customers	19
Conduct sales presentations	75
Determine customer needs	80
Make presentations	13
Monitor consumer or marketing trends	74
Provide customer service	14
Sell products through advertising	95
Use knowledge of sales contracts	80
Use knowledge of written communication in sales work	69
Use public speaking techniques	13
Write sales or informational speeches	82

Not all positions in these occupations will necessarily perform all of the listed activities. The exclusivity rating is an indication of how unique the activity is amongst all occupations. The maximum rating is 100. High scores indicate that only a small number of occupations engage in that activity.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Tools and Technologies that Both Occupations Have in Common

Similarity of Focus Occupation to Associated Occupation: 93

Focus Occupation: Sales Managers (11-2022)

Associated Occupation: Advertising Sales Agents (41-3011)

Tools and Technologies	Exclusivity
Business function specific software	1
Computers	1
Content authoring and editing software	1
Data management and query software	1
Information exchange software	1
Network applications software	1

Not all positions in these occupations will necessarily use all of the listed tools and technologies. The exclusivity rating is an indication of how unique the tool or technology is amongst all occupations. The maximum rating is 100. High scores indicate that only a small number of occupations use that tool or technology.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.